

Website Design

[Beta Offer]



Website design for businesses ready to turn their brand into a considered online home.

esley studio



This website design service is crafted to support where you're heading next. It helps you step confidently into your next chapter with a custom Showit website that looks good, works beautifully, and feels aligned with the experience you want to deliver.

It's made for creatives, health, wellness, and lifestyle brands — service-based businesses who are ready to bring their brand to life online in a way that reflects the quality of their work and clearly communicates the transformation they offer.

You'll work directly with me on the design, with the build completed by my trusted development partner, so you'll enjoy a seamless process and a polished, professional final result without juggling multiple contractors.

If you've been craving a website that reflects your expertise, supports your growth, and finally feels cohesive with your brand, you're in the right place.

Brianna



Website Design (Beta offer)

This beta round is designed to refine the process and gather feedback before formally launching this service. Beta pricing is offered at a reduced rate while this service is introduced, with a small number of projects available.

What's included:

- Website strategy questionnaire & kick-off call
- Custom website design and development for a 5-page Showit website (eg: Home, About, Services, Contact, Resources)
- Homepage design mockup (includes two rounds of revisions)
- Key pages design mockup (includes one round of revisions)
- Fully built Showit preview site (includes one round of revisions)
- Mobile optimisation
- Domain setup
- Blog setup/migration (if required)
- Tutorial video to help you navigate your new website
- 10 days of post-development support

What's not included:

- Website copywriting or copy editing
- Brand photography
- Legal copy (privacy policy, terms, disclaimers)
- Ongoing website maintenance

If you need support with any of the above, I'm always happy to recommend trusted copywriters, photographers or legal experts. Just let me know what you need help with and I'll point you in the right direction.

Beta investment: \$3800 AUD

* Available to 2 beta client spots.

* As part of the beta offer, you agree to share feedback, provide a testimonial, and allow your project to be featured in my portfolio and marketing materials.

* If you need additional pages or custom coding, we can chat through what's needed during a discovery call and quote accordingly.



This beta offer is *best* suited to clients who:

- ✓ Have their **brand identity** in place, or are ready to complete or refine it before the website phase begins
- ✓ Have **website copy** written, or are ready to complete it
- ✓ Have **brand photography** or imagery prepared, or are actively investing in this before we start
- ✓ Are ready to collaborate and provide timely feedback throughout the process
- ✓ Value thoughtful, considered, custom design

This beta offer is *not* suited to clients who:

- ✗ Want their website copy written as part of this service
(But don't worry – I can recommend trusted copywriters or resources to help you get it sorted before we begin.)
- ✗ Are still in the very early stages of figuring out their brand direction
- ✗ Want a DIY or template-based website
- ✗ Feel unsure about their structure, content or overall direction

You might be wondering ...

Do I need to have everything ready before applying?

You don't need everything finished at the time of application. This service is best suited to clients who either have their brand identity, copy and imagery ready, are currently finalising these pieces, or are about to invest in these soon.

Can this website be larger than five pages?

This beta offer includes a 5-page website. Additional pages or custom requirements can be discussed during the discovery call and quoted separately if needed.

What platform will my website be built on?

Your website will be built on Showit and designed to be easy to update and mobile-friendly.

Do you help with website copy or photography?

Website copywriting and photography aren't included in this service. If you need support, I'm happy to recommend trusted copywriters or photographers.

How long will the project take?

The design phase typically takes 2–3 weeks, followed by 2–3 weeks of development and build time. Exact timelines will be confirmed before the project begins.

How does payment work?

You can choose from two payment options.

Option 1: 50% deposit on booking and 50% at the end of week 1 of the design phase.

Option 2: 50% deposit on booking, 25% at the end of week 1, and 25% on final approval or 4 weeks after our project start date (whichever comes first).

Flexible payment options are available so you can choose what suits your business best.

Ready to *apply*?

If this website design beta sounds like the right fit for your business, I'd love for you to apply.

This beta offer is currently limited to two client spots and applications will be reviewed to ensure the best fit.

[Apply for the Website Design Beta](#)

Successful applicants will be invited to book a discovery call to explore the project in more detail.

Not sure if this is the right fit? You're still welcome to apply, or feel free to reach out and I'd be happy to chat things through.